



**FACTORS THAT INFLUENCE ONLINE PURCHASE INTENTION
AMONG MILLENNIAL**

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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
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BANDARAYA MELAKA**

JULY 2018

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
BANDARAYA MELAKA**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Muhammad Hilmi Bin Anwar, (I/C Number: 961130-59-5069)

Hereby, to declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of any independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotations marks and sources of my information have been specifically acknowledged.

Signature: _____ **Date:** _____

LETTER OF SUBMISSION

Encik Mohd Zaki Bin Sadik
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Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “FACTORS INFLUENCE ONLINE PURCHASE INTENTION AMONG MILLENNIAL” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

Muhammad Hilmi Bin Anwar
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ABSTRACT

Online purchase is the process of buying things either products or services through the Internet. It is growing rapidly every year throughout the world. In Malaysia, it have been ranked 9th as the most popular reason for people to go online by Malaysia Communication and Multimedia Commision. Most of the people who have experience with purchasing online are millennial which mean born between 1977 and 2000. Throughout this study, the researcher will investigate what are the factors that influence the millennial to purchase online. The independent variables are perceived usefulness, perceived ease of use, electronic word of mouth and trust while the dependent variable is online purchase intention. A set of 248 questionnaire were distributed and the data collected will be analyzed using Statistical Package for Social Sciences (SPSS) version 23. The findings shows that perceived usefulness, electronic word of mouth and trust have strong influence with millennial intention towards online purchasing. Perceived ease of use did not have significance towards millennial online purchase intention.

Key words: Millennial, online purchase, perceived usefulness, perceived ease of use, electronic word of mouth, and trust.